

The background of the advertisement is a stylized landscape. The lower half consists of rolling hills with a wavy, textured pattern in shades of blue and green. The upper half is a solid, warm orange-brown color, representing a sunset or sunrise sky. A large, dark, circular shape, possibly a moon or a hole in the sky, is visible in the upper left. A person on a white horse is silhouetted against the sky, riding across the horizon. In the lower right, a pack of Marlboro cigarettes is shown, with two cigarettes protruding from the top. The pack is white with the classic Marlboro red and gold design.

Come to Marlboro Country.



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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16 mg "tar," 1.2 mg nicotine
av. per cigarette by FTC method.

70659-D4

Source: <https://www.industrydocuments.ucsf.edu/docs/hshy0003>